



United Way  
of Southeastern Pennsylvania

# UWSEPA's IDA Program

Kasey Meehan  
IDA Program Coordinator  
United Way of Southeastern Pennsylvania

# United Way of Southeastern Pennsylvania (UWSEPA)



**Mission:** To harness, leverage and strategically invest the collective power of donors, advocates and volunteers, to drive measurable results that improve the lives of people in our region.

**Vision:** To be the region's leading catalyst for change, inspiring and uniting local communities to collaboratively invest in results that ensure children succeed in school, families are financially stable, and older adults thrive

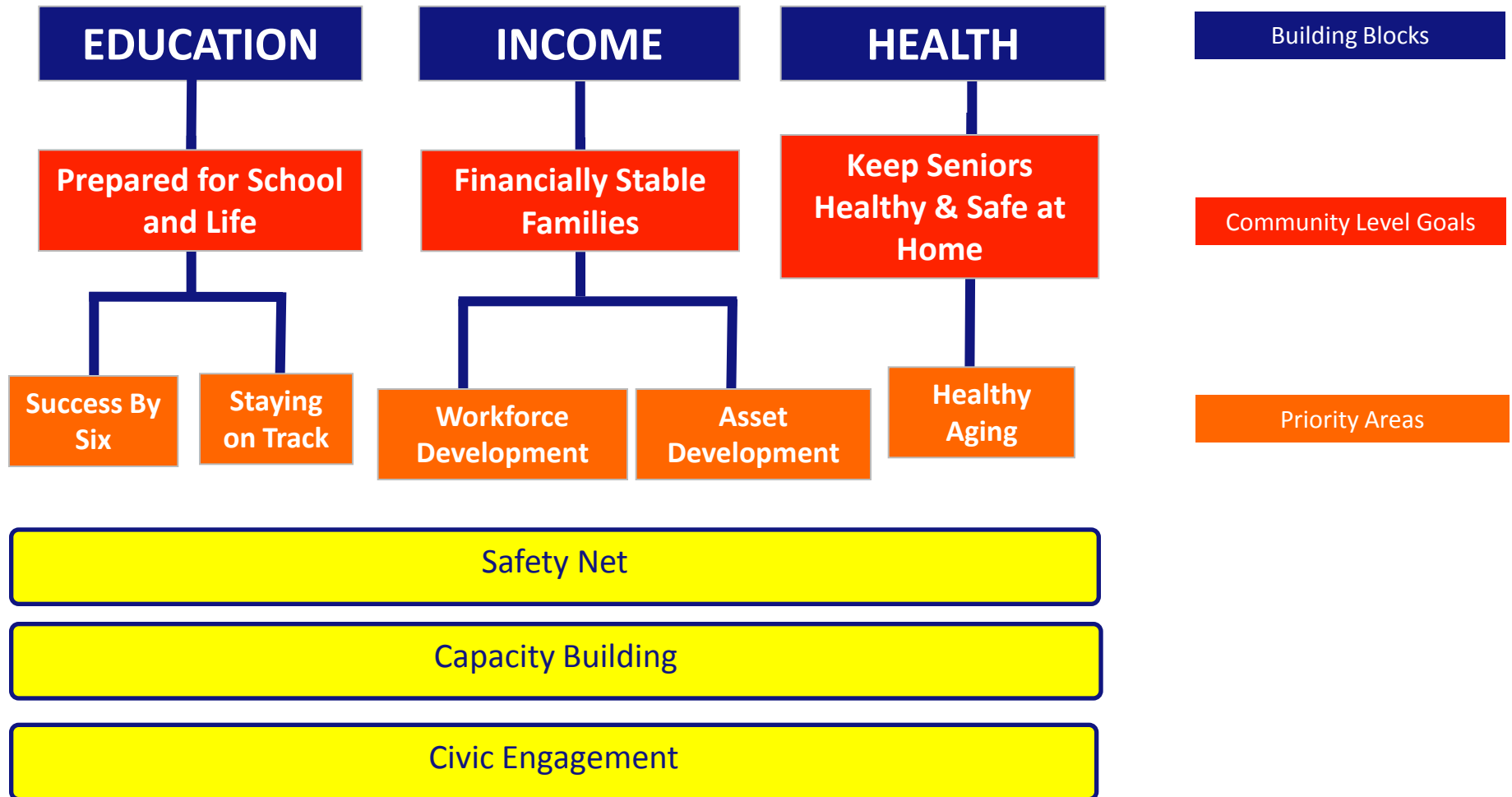
# UWSEPA's Service Area

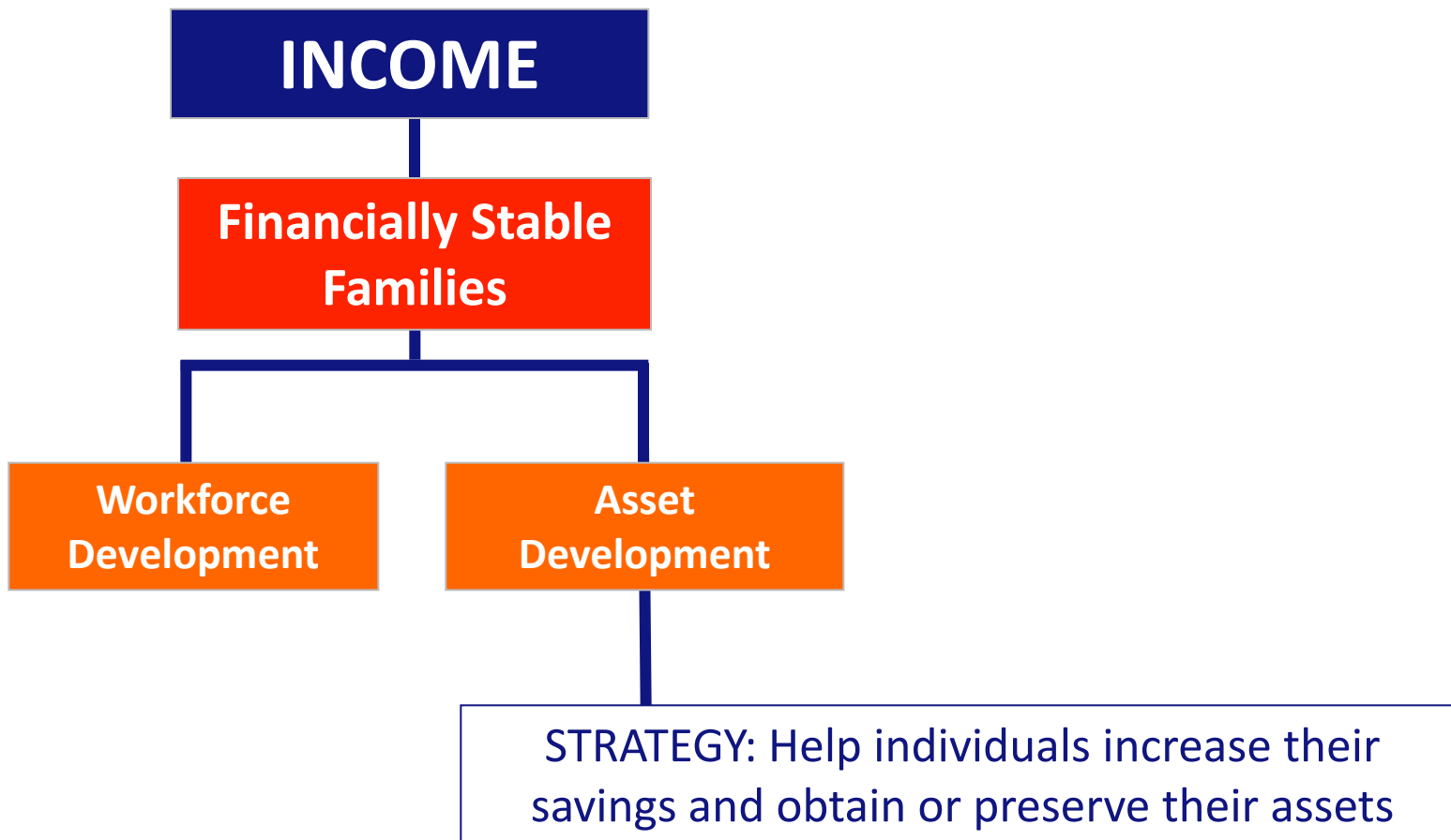
United Way of Southeastern Pennsylvania serves more than 2.5 million people in Philadelphia and portions of Montgomery, Chester and Delaware counties



# UWSEPA Investment Areas

## Advancing the Common Good





# UWSEPA's IDA Program Design

## A NETWORK PROGRAM:

- UWSEPA is the AFI Grantee
- Currently work with 12 Partner Agencies
- Third grant cycle continuing with 8 Partners Agencies:

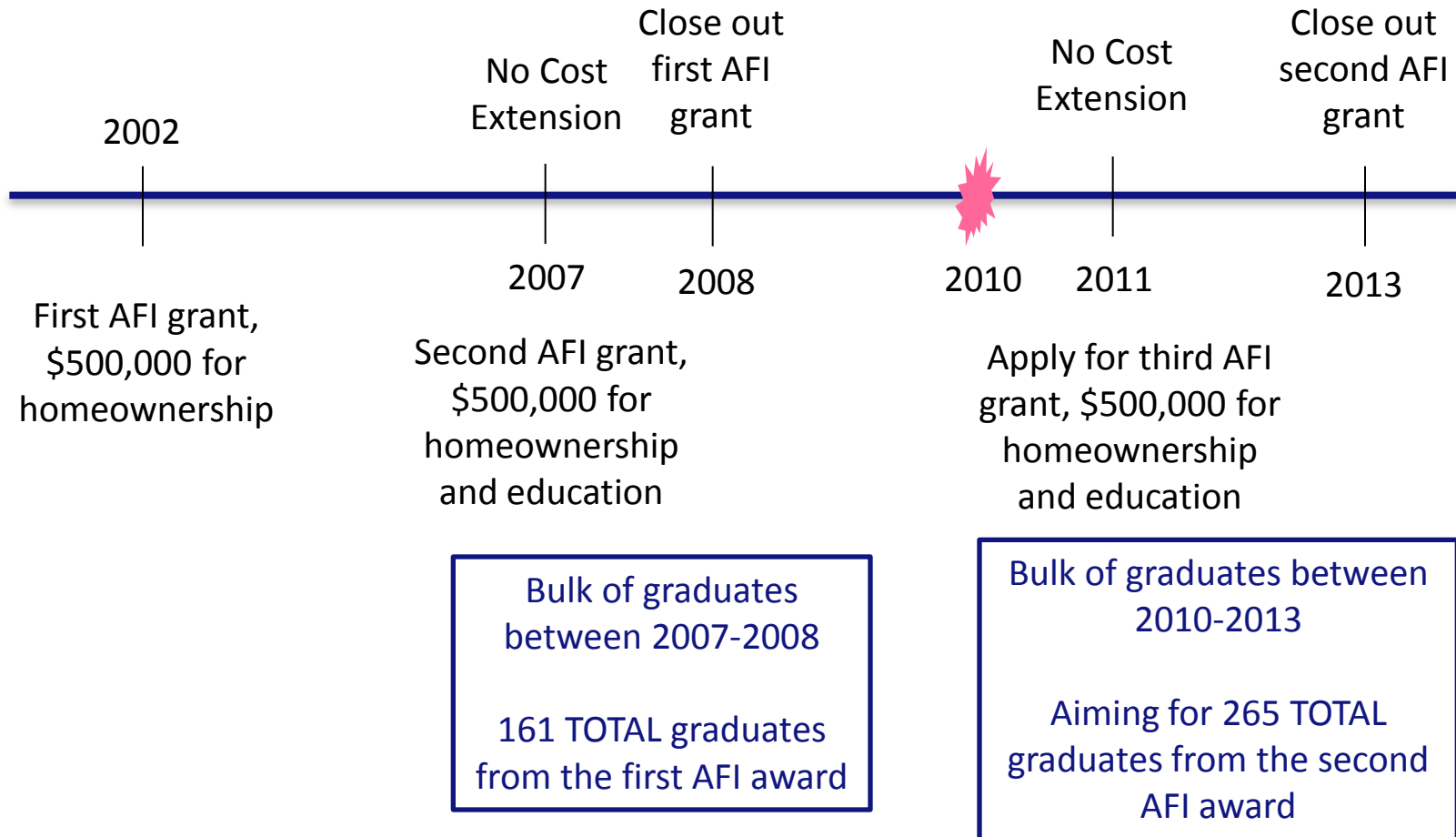


# IDA Program Design



Goal	Savings Goal	Match Rate	Financial Education Hours	Asset Counseling Hours	Amount of Match
Education	\$200 - \$1,000	4:1	6 hrs	2 hrs	\$800 - \$4,000
Homeownership	\$2,000	2:1	6 hrs	5 hrs	\$4,000

# IDA Program Timeline





## TO DATE:

- 75 participants have graduated
  - 64 Education IDA graduates
  - 11 Homeownership graduates.
  - Together, IDA Program graduates have saved \$75,566 which UWSEPA has matched with \$208,000
- 190 participants are currently enrolled and saving

# Our Savers



## DEMOGRAPHICS:

- 80% are female
- 80% are single, never married
- 81% have at least one child in their household
- 82% live in a major urban area
- 62% are between 20 and 39 years old
- 57% live at 150% of the Federal Poverty Line or lower
- 56% are African American, 30% are Hispanic
- 52% have claimed the Earned Income Tax Credit (EITC)
- 11% have an Associate's degree or higher

# Homeownership IDA Graduate



# ASSET Initiative



“The ASSET Initiative aims not only to bring asset building to families with young children, but also to increase knowledge about asset building among child care providers, referral networks, Head Start center staff, and more”

UWSEPA's was approaching our "soft" enrollment deadline of March 31<sup>st</sup>, 2011 with open slots in our IDA Program

Marcia Leithauser (ICF Consultant on ASSET Initiative) suggested reaching out to Head Start and Child Care Centers

In PA, under Head Start rules, by September 30, 2013, at least 50 percent of Head Start teachers must have a bachelors or advanced degree in selected subjects

# ASSET Initiative



## STEPS:

### 1. Outreach

- Flyers for the PA Office of Child Development & Early Learning and the Office of Child Care with the assistance of the Administration for Children & Families, Region III
- Many versions: Flyers for parents, for staff, for homeownership, and for education

### 2. Meetings

- Presented on IDA Program at Greater Philadelphia's Head Start Directors Meeting
- Presented on IDA Program to staff at local Head Starts

# ASSET Initiative



## STEPS:

### 3. Referrals

- All marketing material listed UWSEPA as the contact information
- Interested individuals were screened for *basic* eligibility requirements – mainly that they were employed
- Individuals were then referred to Partner Agencies based on location and asset purchase

# ASSET Initiative



## RESULTS:

- 37 interested individuals called UWSEPA
- 31 individuals were referred to a Partner Agency
- 5 enrolled and saving (3 HOME and 2 EDU)



# ASSET Initiative



## NEXT STEPS:

- Formalize partnership between local Head Starts, Child Care Centers, and UWSEPA's IDA Program
- Success by 6<sup>®</sup>

# Questions?



Kasey Meehan

IDA Coordinator

United Way of Southeastern Pennsylvania

(215) 665-2561

[kmeehan@uwsepa.org](mailto:kmeehan@uwsepa.org)

[www.LIVEUNITEDsepa.org](http://www.LIVEUNITEDsepa.org)



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Thank You